



# TORQ Analysis of Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products to Telemarketers

## INPUT SECTION:

Transfer	Title	O*NET	Filters		
From Title:	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	41-4011.00	Abilities:	Importance Level: 50	Weight: 1
To Title:	Telemarketers	41-9041.00	Skills:	Importance Level: 69	Weight: 1
Labor Market Area:	Maine Statewide		Knowledge:	Importance Level: 69	Weight: 1

## OUTPUT SECTION:

Grand TORQ:

91

Ability TORQ				Skills TORQ				Knowledge TORQ			
Level	<div><div></div></div> 94			Level	<div><div></div></div> 90			Level	<div><div></div></div> 89		
Gaps To Narrow if Possible				Upgrade These Skills				Knowledge to Add			
Ability	Level	Gap	Impt	Skill	Level	Gap	Impt	Knowledge	Level	Gap	Impt
Selective Attention	37	3	50	No Skills Upgrade Required!				No Knowledge Upgrades Required!			

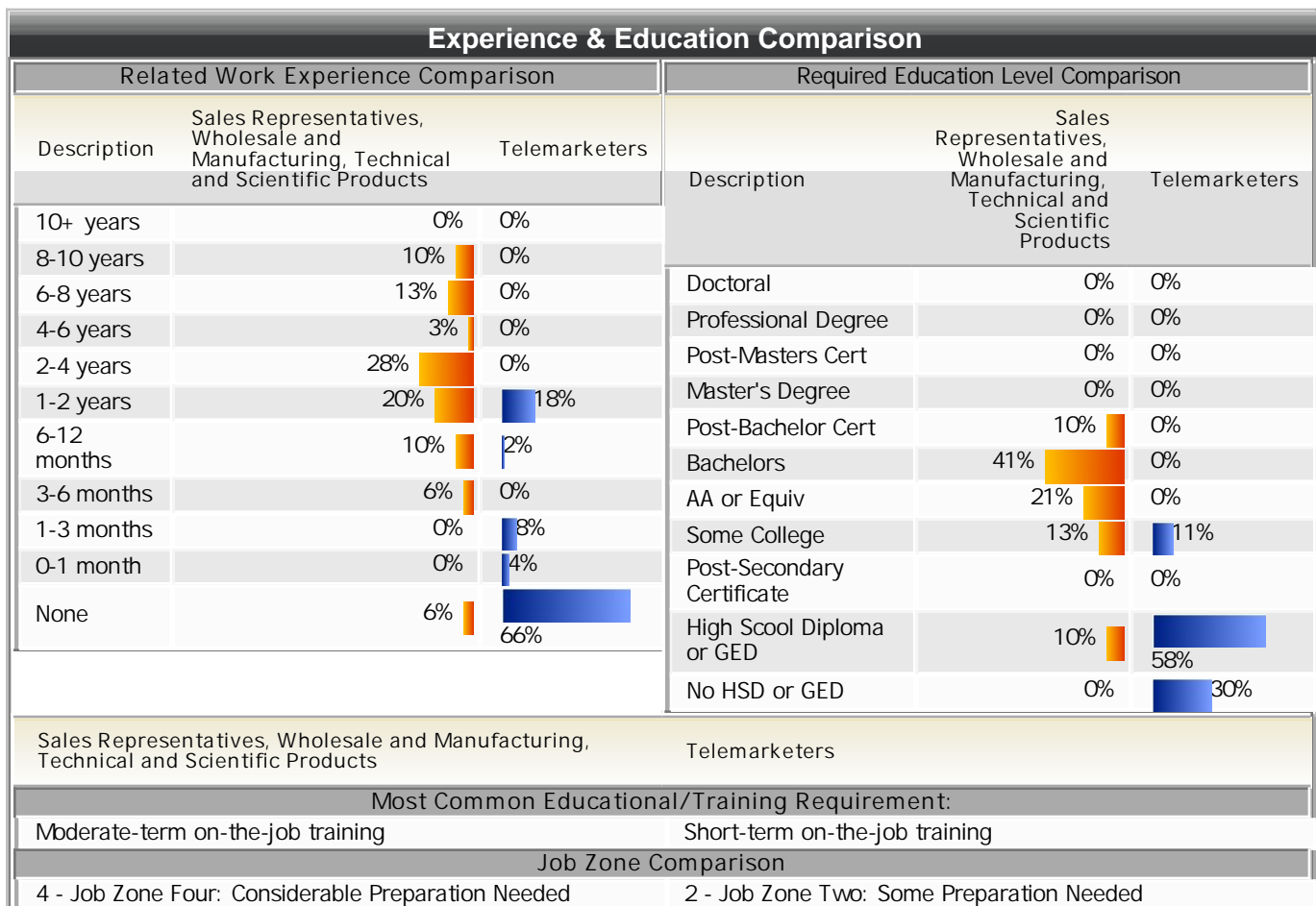
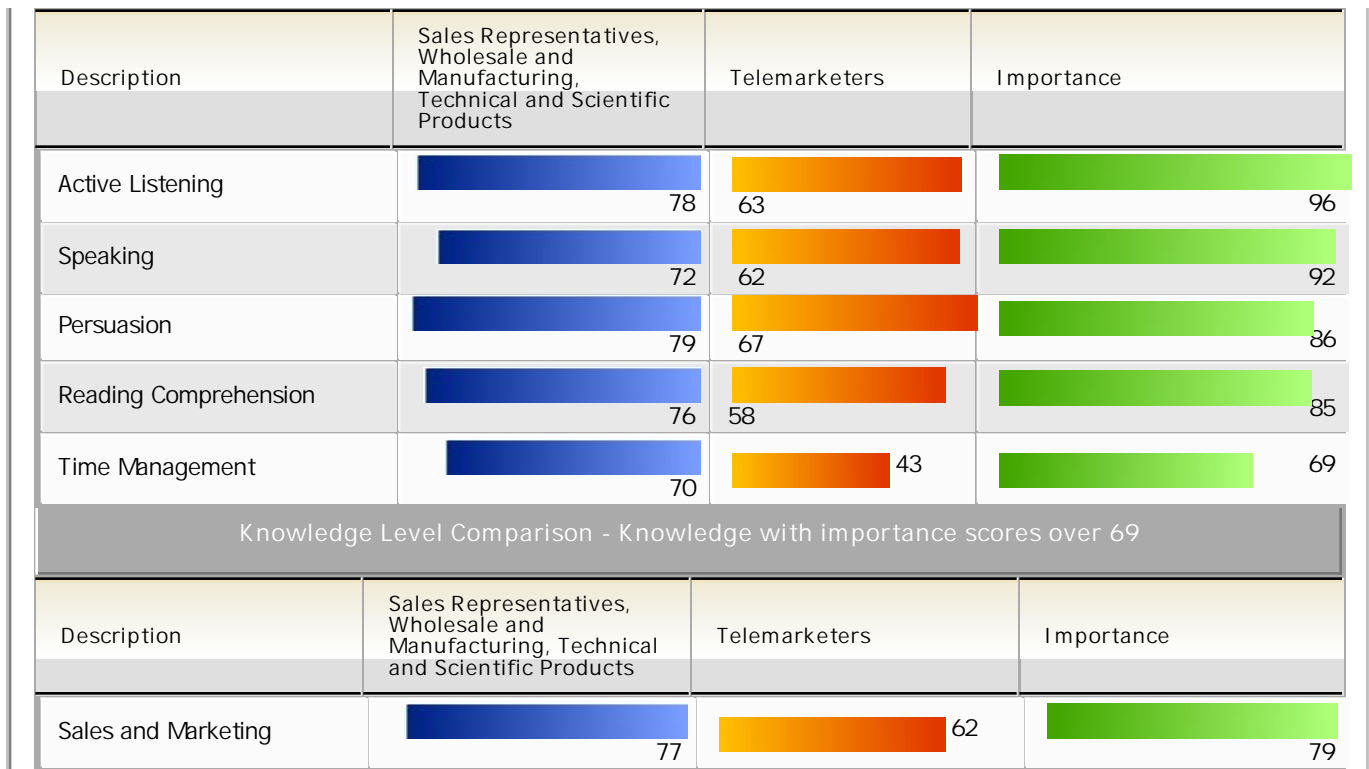
LEVEL and IMPT (IMPORTANCE) refer to the Target Telemarketers. GAP refers to level difference between Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products and Telemarketers.

## ASK ANALYSIS

### Ability Level Comparison - Abilities with importance scores over 50

Description	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	Telemarketers	Importance
Oral Expression	64	57	78
Oral Comprehension	64	50	75
Speech Clarity	60	53	72
Speech Recognition	59	46	62
Written Comprehension	57	44	50
Selective Attention	34	37	50

### Skill Level Comparison - Abilities with importance scores over 69





A minimum of two to four years of work-related skill, knowledge, or experience is needed for these occupations. For example, an accountant must complete four years of college and work for several years in accounting to be considered qualified.

Most of these occupations require a four - year bachelor's degree, but some do not.

Employees in these occupations usually need several years of work-related experience, on-the-job training, and/or vocational training.

Some previous work-related skill, knowledge, or experience may be helpful in these occupations, but usually is not needed. For example, a teller might benefit from experience working directly with the public, but an inexperienced person could still learn to be a teller with little difficulty.

These occupations usually require a high school diploma and may require some vocational training or job-related course work. In some cases, an associate's or bachelor's degree could be needed.

Employees in these occupations need anywhere from a few months to one year of working with experienced employees.

## Tasks

### Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products

#### Core Tasks

##### Generalized Work Activities:

- Selling or Influencing Others - Convincing others to buy merchandise/goods or to otherwise change their minds or actions.
- Establishing and Maintaining Interpersonal Relationships - Developing constructive and cooperative working relationships with others, and maintaining them over time.
- Communicating with Persons Outside Organization - Communicating with people outside the organization, representing the organization to customers, the public, government, and other external sources. This information can be exchanged in person, in writing, or by telephone or e-mail.
- Making Decisions and Solving Problems - Analyzing information and evaluating results to choose the best solution and solve problems.
- Communicating with Supervisors, Peers, or Subordinates - Providing information to supervisors, co-workers, and subordinates by telephone, in written form, e-mail, or in person.

#### Specific Tasks

##### Occupation Specific Tasks:

- Advise customers regarding office layouts, legal and insurance regulations, cost analyses, and collection methods.
- Answer customers' questions about products, prices, availability, product uses, and credit terms.
- Arrange for installation and test-operation of machinery.
- Attend sales and trade meetings, and read related publications in order to obtain information about market conditions, business trends, and industry developments.
- Collaborate with colleagues to exchange

### Telemarketers

#### Core Tasks

##### Generalized Work Activities:

- Selling or Influencing Others - Convincing others to buy merchandise/goods or to otherwise change their minds or actions.
- Interacting With Computers - Using computers and computer systems (including hardware and software) to program, write software, set up functions, enter data, or process information.
- Communicating with Persons Outside Organization - Communicating with people outside the organization, representing the organization to customers, the public, government, and other external sources. This information can be exchanged in person, in writing, or by telephone or e-mail.
- Getting Information - Observing, receiving, and otherwise obtaining information from all relevant sources.
- Establishing and Maintaining Interpersonal Relationships - Developing constructive and cooperative working relationships with others, and maintaining them over time.

#### Specific Tasks

##### Occupation Specific Tasks:

- Adjust sales scripts to better target the needs and interests of specific individuals.
- Answer telephone calls from potential customers who have been solicited through advertisements.
- Conduct client or market surveys in order to obtain information about potential customers.
- Contact businesses or private individuals by telephone in order to solicit sales for goods or services, or to request donations for charitable causes.
- Deliver prepared sales talks, reading from scripts that describe products or services,



- Collaborate with colleagues to exchange information such as selling strategies and marketing information.
- Complete expense reports, sales reports, and other paperwork.
- Complete product and development training as required.
- Compute customer's installation or production costs, and estimate savings from new services, products, or equipment.
- Consult with engineers regarding technical problems.
- Contact new and existing customers to discuss their needs, and to explain how these needs could be met by specific products and services.
- Demonstrate and explain the operation and use of products.
- Emphasize product features based on analyses of customers' needs, and on technical knowledge of product capabilities and limitations.
- Identify prospective customers by using business directories, following leads from existing clients, participating in organizations and clubs, and attending trade shows and conferences.
- Inform customers of estimated delivery schedules, service contracts, warranties, or other information pertaining to purchased products.
- Initiate sales campaigns and follow marketing plan guidelines in order to meet sales and production expectations.
- Maintain customer records, using automated systems.
- Negotiate prices and terms of sales and service agreements.
- Obtain building blueprints and specifications for use by engineering departments in bid preparations.
- Prepare sales contracts for orders obtained, and submit orders for processing.
- Prepare sales presentations and proposals that explain product specifications and applications.
- Provide customers with ongoing technical support.
- Provide feedback to company's product design team so that products can be tailored to clients' needs.
- Quote prices, credit terms and other bid specifications.
- Recommend ways for customers to alter product usage in order to improve production.
- Review existing machinery/equipment placement, and create diagrams to illustrate efficient space utilization, using standard measuring devices and templates

in order to persuade potential customers to purchase a product or service or to make a donation.

- Explain products or services and prices, and answer questions from customers.
- Maintain records of contacts, accounts, and orders.
- Obtain customer information such as name, address, and payment method, and enter orders into computers.
- Obtain names and telephone numbers of potential customers from sources such as telephone directories, magazine reply cards, and lists purchased from other organizations.
- Record names, addresses, purchases, and reactions of prospects contacted.
- Schedule appointments for sales representatives to meet with prospective customers or for customers to attend sales presentations.
- Telephone or write letters to respond to correspondence from customers or to follow up initial sales contacts.

#### Detailed Tasks

##### Detailed Work Activities:

- advise clients or customers
- arrange buying party
- arrange delivery schedules
- arrange merchandise display
- calculate rates for organization's products or services
- collect deposit or payment
- conduct sales presentations
- demonstrate goods or services
- drive automobile, van, or light truck
- fill out business or government forms
- interview customers
- maintain records, reports, or files
- make presentations
- manage inventories or supplies
- operate calculating devices
- order or purchase supplies, materials, or equipment
- process orders for merchandise
- provide customer service
- sell merchandise
- sell products or services
- solicit orders from established or new customers
- use computers to enter, access or retrieve data
- use telephone communication techniques

#### Technology - Examples



- Select the correct products or assist customers in making product selections, based on customers' needs, product specifications, and applicable regulations.
- Sell service contracts for products.
- Stock and distribute resources such as samples and promotional and educational materials.
- Study information about new products so that equipment and supplies can be accurately depicted and proper recommendations made.
- Train establishment personnel in equipment use.
- Verify customers' credit ratings, and appraise equipment in order to determine contract terms and trade-in values.
- Verify that materials lists are accurate and that delivery schedules meet project deadlines.
- Visit establishments such as pharmacies in order to check product sales.
- Visit establishments to evaluate needs and to promote product or service sales.

#### Detailed Tasks

##### Detailed Work Activities:

- access media advertising services
- advise clients or customers
- advise retail dealers in use of sales promotion techniques
- analyze business, scientific, or technical problems in electronic data processing systems
- analyze sales activities or trends
- answer customer or public inquiries
- arrange delivery schedules
- arrange for trial installations of equipment
- compute financial data
- conduct sales presentations
- conduct training for personnel
- consult with managerial or supervisory personnel
- demonstrate goods or services
- estimate delivery dates
- explain uses or effects of drugs
- fill out business or government forms
- identify best product for customer's needs
- instruct customers in product installation, use, or repair
- maintain records, reports, or files
- make presentations
- measure customer for size
- negotiate term of sale or services with customer
- obtain information from individuals



- operate agricultural equipment or machinery
- prepare list of prospective customers
- prepare recommendations based upon research
- prepare reports
- provide advice on food or drug storage or use
- provide customer service
- sell merchandise
- sell products or services
- solicit orders from established or new customers
- understand drug products
- understand technical operating, service or repair manuals
- use computers to enter, access or retrieve data
- use industry terms or concepts
- use interpersonal communication techniques
- use knowledge of medical terminology
- use knowledge of sales contracts
- use knowledge of written communication in sales work
- use marketing techniques
- use product knowledge to market goods
- use sales techniques
- use telephone communication techniques

#### Technology - Examples

##### Calendar and scheduling software

- Scheduling software

##### Customer relationship management CRM software

- ActionWare
- AdTrack Customer Acquisition Management CAM
- AMG Teleran SalesInSync
- Cegedim Target Software Target SFA Pharmaceutical Suite
- FrontRange Solutions Goldmine software
- InsideSales.com customer relationship management CRM software
- NetSuite NetCRM
- Sage Software ACT!
- Salesforce.com CRM
- Sybase iAnywhere Pharma Anywhere



- Sybase iAnywhere Sales Anywhere

Data base user interface and query software

- Data entry software

- Microsoft Access

Electronic mail software

- IBM Lotus Notes

- Microsoft Exchange

- Microsoft Outlook

Enterprise resource planning ERP software

- Infor SyteLine ERP

Internet browser software

- Web browser software

Office suite software

- Microsoft Office

Presentation software

- Microsoft PowerPoint

- Presentation software

Project management software

- Khameleon Software E-Business Suite Special Edition

Spreadsheet software

- Microsoft Excel

- Spreadsheet software

Word processing software

- Microsoft Word

- Word processing software

Tools - Examples

- Laptop computers

- Personal computers

- Personal digital assistants PDA

- Tablet computers

### Labor Market Comparison

Description	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	Telemarketers	Difference
Median Wage	\$ 57,210	\$ 23,680	\$ (33,530)



10th Percentile Wage	\$ 36,190	\$ 14,930	\$(21,260)
25th Percentile Wage	N/A	N/A	N/A
75th Percentile Wage	\$ 79,080	\$ 34,320	\$(44,760)
90th Percentile Wage	\$137,360	\$ 44,380	\$(92,980)
Mean Wage	\$ 69,310	\$ 26,860	\$(42,450)
Total Employment - 2007	720	1,670	950
Employment Base - 2006	775	1,664	889
Projected Employment - 2016	803	1,372	569
Projected Job Growth - 2006-2016	3.6 %	-17.5 %	-21.1 %
Projected Annual Openings - 2006-2016	20	59	39

### National Job Posting Trends

Trend for Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products

Trend for Telemarketers

#### Job Trends from Indeed.com

— Technical Scientific Sales Representative — Telemarketer

Data from [Indeed](http://indeed.com)

### Recommended Programs

Sales, Distribution, and Marketing Operations, General

Sales, Distribution, and Marketing Operations, General. A program that focuses on the general process and techniques of direct wholesale and retail buying and selling operations and introduces individuals to related careers. Includes instruction in the principles of entrepreneurial economics, basic sales skills, the distribution channels for goods and services, and supervised practical application experiences.

No schools available for the program





## Selling Skills and Sales Operations

Selling Skills and Sales Operations. A program that prepares individuals to possess the skills associated with direct promotion of products and services to potential customers and to function as independent sales representatives and managers. Includes instruction in consumer psychology, image projection, public speaking and interpersonal communications, sales organization and operations, customer relations, professional standards and ethics, and applicable technical skills.

No schools available for the program

### Maine Statewide Promotion Opportunities for Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products

O*NET Code	Title	Grand TORQ	Job Zone	Employment	Median Wage	Difference	Growth	Annual Job Openings
41-4011.00	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	100	4	720	\$57,210.00	\$0.00	4%	20
41-3031.02	Sales Agents, Financial Services	92	4	0	\$65,230.00	\$8,020.00	5%	33
41-3031.01	Sales Agents, Securities and Commodities	91	4	0	\$65,230.00	\$8,020.00	5%	33
11-2022.00	Sales Managers	90	4	1,310	\$72,720.00	\$15,510.00	3%	32
13-2052.00	Personal Financial Advisors	90	3	360	\$94,100.00	\$36,890.00	10%	13
41-9021.00	Real Estate Brokers	88	3	320	\$61,300.00	\$4,090.00	-1%	22
11-2031.00	Public Relations Managers	88	4	290	\$71,020.00	\$13,810.00	9%	10
11-3031.02	Financial Managers, Branch or Department	87	4	2,440	\$67,670.00	\$10,460.00	7%	58
11-2021.00	Marketing Managers	86	4	570	\$74,560.00	\$17,350.00	7%	17
11-3071.01	Transportation Managers	84	3	710	\$62,270.00	\$5,060.00	5%	25
13-1081.00	Logisticians	83	4	190	\$59,120.00	\$1,910.00	4%	4
11-3071.02	Storage and Distribution Managers	83	3	710	\$62,270.00	\$5,060.00	5%	25
41-9031.00	Sales Engineers	83	4	110	\$64,910.00	\$7,700.00	-11%	3
11-1021.00	General and Operations Managers	82	4	8,490	\$77,050.00	\$19,840.00	-5%	209
27-1011.00	Art Directors	81	4	90	\$66,570.00	\$9,360.00	10%	7

### Top Industries for Telemarketers



Industry	NAICS	% in Industry	Employment	Projected Employment	% Change
Telephone call centers	561420	39.03%	154,072	128,546	-16.57%
Employment services	561300	7.69%	30,346	30,725	1.25%
Electronic shopping and mail-order houses	454100	3.36%	13,245	13,254	0.07%
Management, scientific, and technical consulting services	541600	3.04%	12,010	17,152	42.82%
Wired telecommunications carriers	517100	2.78%	10,967	6,888	-37.20%
Activities related to credit intermediation	522300	2.01%	7,939	8,224	3.59%
Newspaper publishers	511110	1.48%	5,850	4,009	-31.47%
Other nondepository credit intermediation, including real estate credit and consumer lending	522290	1.39%	5,505	5,282	-4.06%
Direct selling establishments	454300	1.39%	5,470	3,033	-44.55%
Advertising and related services	541800	1.33%	5,236	4,726	-9.74%
Depository credit intermediation	522100	1.02%	4,021	3,280	-18.44%
Offices of real estate agents and brokers	531200	0.92%	3,628	3,535	-2.56%
Wholesale electronic markets and agents and brokers	425100	0.92%	3,625	3,291	-9.22%
Grantmaking and giving services	813200	0.91%	3,600	3,358	-6.72%
Professional and commercial equipment and supplies merchant wholesalers	423400	0.89%	3,509	3,272	-6.75%

### Top Industries for Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products

Industry	NAICS	% in Industry	Employment	Projected Employment	% Change
Professional and commercial equipment and supplies merchant wholesalers	423400	14.12%	58,010	67,622	16.57%
Wholesale electronic markets and agents and brokers	425100	11.21%	46,081	52,291	13.48%
Drugs and druggists' sundries merchant wholesalers	424200	10.67%	43,853	52,149	18.92%
Electrical and electronic goods merchant wholesalers	423600	6.47%	26,583	31,341	17.90%
Computer systems design and related services	541500	6.04%	24,804	33,490	35.02%
Self-employed workers, primary job	000601	3.53%	14,517	15,466	6.54%
Software publishers	511200	2.20%	9,059	11,664	28.76%
Chemical and allied products merchant wholesalers	424600	2.06%	8,454	9,570	13.19%
Management of companies and enterprises	551100	1.89%	7,781	8,970	15.28%
Navigational, measuring, electromedical, and control instruments manufacturing	334500	1.69%	6,957	6,661	-4.26%



Pharmaceutical and medicine manufacturing	325400	1.40%	5,749	7,245	26.03%
Hardware, and plumbing and heating equipment and supplies merchant wholesalers	423700	1.31%	5,395	6,124	13.52%
Computer and peripheral equipment manufacturing	334100	1.21%	4,952	3,241	-34.54%
Medical equipment and supplies manufacturing	339100	1.20%	4,926	5,039	2.29%
Electronics and appliance stores	443100	1.11%	4,543	3,806	-16.21%